



U. S. Department of Agriculture  
National Agricultural Statistics Service  
Minnesota Field Office  
nassrfoumr@usda.gov  
www.nass.usda.gov  
1-800-772-0825

# 2019 CENSUS OF HORTICULTURAL SPECIALITES

## MINNESOTA

The **2019 Census of Horticultural Specialties report**, released by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS), shows that horticulture operations in the United States sold a total of \$13.8 billion in floriculture, nursery and specialty crops in 2019, down slightly from 2014. The number of horticulture operations decreased 11% during this time to 20,655.

The full report is available at: <http://www.agcensus.usda.gov/Publications/>

### Top Horticultural Commodities – Minnesota: 2014 and 2019

All Horticulture	2014 Sales	2019 Sales	% change from 2014 to 2019
	(1,000 dollars)	(1,000 dollars)	
Annual bedding/garden plants	54,734	56,136	2.6
Cut Christmas trees	2,655	5,741	116.2
Food crops under protection	18,809	17,283	-8.1
Nursery stock	91,467	101,909	11.4
Potted flowering plants	18,215	18,359	0.8
Potted herbaceous perennials	20,088	18,517	-7.8
Sod, sprigs and plugs	16,281	19,189	17.9

Sales value of Minnesota cut Christmas trees more than doubled with \$5.74 million in sales. The 67 operations in Minnesota sold 183 thousand Christmas trees in 2019. As of January 1, 2020, there were 1.24 million Christmas trees on Minnesota horticulture operations to be cut and sold in future years.

Minnesota's total floriculture, nursery and specialty crops generated \$256 million in sales in 2019, an increase of 4.6% from 2014. This accounts for 1.9% of all U.S. horticulture sales in 2019. Minnesota producers decreased in number from 487 in 2014 to 380 in 2019, a 22.0% decrease. Of the 380 horticultural specialty operations, family- or individually-owned operations were the most common, accounting for 50.0% of all operations, but corporately owned operations accounted for 80.1% of all sales (\$205 million). Total industry expenses in Minnesota totaled \$230 million, up 0.5%

since 2014. Hired labor costs, at \$85.4 million, were the largest expense, accounting for 37.1% of total expenses in 2019.



# 2019 CENSUS OF HORTICULTURE SPECIALTIES

Other flowering and foliar annuals had an increase in total sales from 2014, increasing 92.5% to \$21.7 million in sales in 2019.



Minnesota's horticulture operations sold more than 3.54 million potted herbaceous perennials in 2019. Potted herbaceous perennials sales generated over \$18.5 million in revenue.



Annual bedding and garden plants had an increase in total sales from 2014, up \$1.40 million to \$56.1 million in sales in 2019. There were 155 operations with annual bedding and garden plant sales, down 14.8% from 2014. Wholesale sales composed 60.1% of all annual and bedding garden sales, while the remainder were retail sales. Cut Christmas trees and nursery stock showed strong growth, with sales increasing 116.2% and 11.4%, respectively. Combination planter/color bowl sales had a decrease in total sales from 2014, down \$4.34 million to \$2.62 million in sales in 2019.

## Top Annual Bedding/Garden Plants Sold – Minnesota: 2014 and 2019

Commodity	Operations		Value of sales	
	2014	2019	2014	2019
			(1,000 dollars)	
Flowering and foliar annuals, total	218	142	47,863	50,853
Begonia	156	119	2,344	2,446
Calibrachoa	64	59	1,147	1,329
Combination planter/color bowl	45	40	6,959	2,620
Geraniums (from vegetative cuttings)	170	108	6,580	3,338
Impatiens, New Guinea	156	103	2,743	1,069
Impatiens, other	147	112	2,272	1,296
Marigold	165	120	1,026	713
Petunias	190	127	6,221	3,083
Other flowering and foliar annuals	71	53	11,246	21,648
Vegetable-type bedding plants, total	131	93	6,871	5,283
Herbs (culinary)	85	63	843	904
Tomatoes	103	81	1,545	1,210
Other vegetable-type bedding plants	71	43	3,205	2,199

Food crops grown under protection increased in terms of the number of operations engaged in this practice, but experienced an overall decrease in revenues. The total number of operations engaged in this practice increased 58.8% to 81 operations. Total sales from food crops grown under protection decreased 8.1% to \$17.3 million in 2019. Tomatoes top crops grown under protection, with \$15.0 million in sales and 80,681 cwt. produced.

The Census of Horticultural Specialties provides detailed, comprehensive production and economic data on the horticulture industry. It provides information on the number and types of establishments engaged in horticultural production, value of sales, varieties of products, production expenses and more. All operations that reported producing and selling \$10,000 or more of horticultural crops on the 2017 Census of Agriculture were included in this special study.



**TO MINNESOTA HORTICULTURE PRODUCERS: THIS REPORT CONTAINS A BRIEF SUMMARY OF THE DATA COLLECTED FROM THE 2019 CENSUS OF HORTICULTURAL SPECIALTIES. WE APPRECIATE YOUR ASSISTANCE IN PROVIDING TIMELY AND ACCURATE DATA ON THIS GROWING INDUSTRY. THANK YOU FOR YOUR SUPPORT.**